



SUMMARY REPORT

Meredith Main Street Parking Evaluation

PREPARED FOR



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Introduction

VHB has been retained by the Town of Meredith, NH to evaluate parking conditions along streets and municipally-maintained parking lots within approximately 0.2 miles of the central business district of the Town (predominately along Main Street near Town Hall). The evaluation consisted of a comprehensive parking study, which included an inventory of all existing municipally-maintained/regulated parking spaces as well as monitoring demand activity.

The purpose of the evaluation is to identify and evaluate parking utilization patterns in the study area including parking occupancy and parking turnover in an effort to identify whether parking deficiencies exist.

Through consultation with the Town Manager, Judie Milner, it was determined that the parking survey would be conducted on Friday, August 15, 2025, as this date was expected to reflect a typically high parking demand day within the study area.

Data Collection

Prior to conducting the field survey, VHB reviewed information provided by the Town and by Greater Meredith Program (GMP), which included a map of municipal and private parking lots in Meredith and an inventory of parking spaces (in the form of an Excel spreadsheet) within the study area. Prior to parking survey, on August 8, 2025, VHB conducted a field review of the study area to observe parking operations and confirm inventory of parking spaces, parking regulation signing, and designated private spaces.

The inventory included a total of 441 parking spaces located on 5 streets and within 9 parking lots within a walking distance of less than 0.2 miles to any point along Main Street between its intersections with Lake Street and US Route 3. The individual parking lots and on-street spaces that were inventoried and evaluated are shown graphically in **Figure 1**. As noted in summary and below, the typical number of available parking spaces is 444; however, three spaces along Water Street have been removed for long-term construction activities.

Figure 1 Downtown Meredith Available Parking Spaces



While the inventory provided a measure of the existing parking supply in total—parking utilization, duration, and turnover data was also collected by recording license plates for all parked vehicles on an hourly basis from 9 am to 6 pm on the day of the survey. This included a one-hour break at the 1 pm – 2 pm hour for lunch, except for Main Street north of Lake Street, which had data collected within the 1 pm – 2 pm hour. Collecting hourly license plate data provides valuable information regarding the length of stay of parked vehicles.

The summary report uses terms such as supply, utilization, duration, and turnover. These terms are defined as follows:

- › **Parking Supply** refers to the number of parking spaces available. The total parking supply includes some spaces that may be restricted to particular users such as "handicap or accessible spaces" or "motorcycle only".
- › **Utilization** refers to the number of parking spaces that are occupied. Utilization is often expressed as a percentage of the parking supply that is occupied. Daily utilization refers to the average utilization over the course of a day (or in this case the total hours that were inventoried) while peak utilization refers to utilization during the highest one-hour period of the day.
- › **Duration** refers to the average length of time that vehicles occupied a particular space. The duration equals the total hours that parking spaces were occupied divided by the total number of vehicles that used the parking lot during the survey period.
- › **Turnover** refers to the ratio of the total vehicles counted during the survey period divided by the parking supply. Turnover provides a measure of the frequency different parkers use the same parking space.

Parking Supply

To determine the study area parking supply an extensive inventory of each parking space in parking lots and on street was conducted. The following is a summary of the various parking areas within the parking study area.

On-Street Parking

Main Street (North of Lake Street)

These on-street parking spaces are along both sides of Main Street from the intersection with Lake Street on the southern limit to the intersection with Daniel Webster Highway at the northern limit. These spaces are most desirable for individuals looking to access the businesses, shops and restaurants located on Meredith's Main Street. The 63 total spaces include 2 accessible parking spaces and 1 space reserved for motorcycle parking at the northwest corner of High Street intersection. For the purposes of this study, the motorcycle space was excluded from the available parking supply. Apart from the 3 spaces in front of the Meredith Post Office and Hermit Woods Winery, which have a 15-minute parking limit, all the spaces in this area have a posted 2-hour parking limit.

Main Street (South of Lake Street)

On-street parking exists along the northbound side of Main Street between the intersection with Waukewan Street to the intersection with Lake Street. There is a total of 22 spaces in this area with a posted 2-hour parking limit.

Lake Street

On-street parking along the westbound side of Lake Street. Spaces are unmarked so the total supply of 8 was estimated based on the locations of no parking signs and driveways. There is a posted 2-hour parking limit for this area.

High Street

On-street parking along the eastbound side of High Street from the entrance to the High Street Lot to the intersection with Main Street. The 5 spaces are marked and have a posted 2-hour parking limit.

Water Street

On-street parking along the westbound side of Water Street from about 75 ft from the Main Street intersection to the Red Gate Lane intersection. These spaces are unmarked but the total supply was estimated to be 9 spaces, which was based on Bing Maps Streetside data from 2015 showing past striping layout. Though the total of spaces along this area of Water Street is estimated to be 9, the ongoing construction at 55 Main Street necessitated a closure of 3 parking spaces during the study period. For the purposes of this study, these three spaces were excluded from the inventory total bringing the available total spaces to 6. The spaces have a posted 2-hour parking limit.

Plymouth Street

On-street parking along the southbound side of Plymouth Street from the intersection with Main Street to about 1300 feet along the road. There are 40 marked spaces in this area and a posted 2-hour parking limit.

Parking Lots

High Street Lot

The High Street Lot is located behind 73 Main Street with its entrance approximately 100 feet from the intersection with Main Street. There are 35 total parking spaces, which includes 1 accessible space. There are no posted time restrictions for this lot.

Water Street Lot

The Water Street Lot lies adjacent to the High Street Lot behind the public park on Main Street. The parking lot's entrance is located approximately 200 feet from the intersection with Main Street. While this lot has 38 parking spaces, 1 space is designated as salon parking only, 4 spaces

are reserved for 63 Main Street, and 4 spaces are designated for 4 Water Street bringing the total of available spaces to 29. 2 spaces are signed as accessible. There are no posted time restrictions for this lot.

Library Parking Lot

The Library Parking Lot is located on High Street behind the Meredith Public Library (91 Main Street). The entrance to the parking lot is approximately 300 feet from the intersection with Main Street. The 27 total parking spaces include 9 spaces designated as "Library Parking Only" bringing the total available spaces to 18. Of which 2 spaces are accessible. There are no posted time restrictions for this lot.

First Congregational Church Lot

The First Congregational Church Lot is located behind 4 Highland Street. The entrance of which is approximately 230 feet from the intersection of Main Street. There are 20 total parking spaces on the lot; however, 6 are designated as church parking only bringing the total available public spaces to 14. Of these spaces, 4 are designated as accessible. There is no posted time limit restriction for this lot. However, the parking lot is reserved for church services on Sunday.

Calvary Bible Church

The Calvary Bible Church Lot is located at 6 St James Street The entrance of which is approximately 150 feet from the intersection with Main Street; however, there is a pedestrian access immediately leading to Main Street. The lot contains 40 total spaces, of which 1 space is reserved for the church, bringing the total available spaces to 39. This lot includes 1 accessible parking space. There is no posted time limit restriction for this lot. However, the parking lot is reserved for church services on Sunday.

Town Annex Lot

The Town Annex Lot is located at 5 Highland Street, which is immediately behind the Meredith Town Hall and a little over 100 feet from the intersection of Main Street. There are 6 total parking spaces which include 1 accessible spot and 1 spot reserved as veteran-only. There is no posted time limit for this lot. Many of these spaces were occupied by official town vehicles (i.e., code enforcement, DPW, and town assessor vehicles), which lead to low turnover and high duration.

Town Docks Lot

The Town Docks Lot is located adjacent to Daniel Webster Highway (US Route 3) along Lake Winnipesaukee and has 66 total parking spaces. Of the 66 total spaces, there are 4 accessible spaces and 1 space reserved for police vehicles. Pedestrians destined for Main Street would access the west side of US Route 3 via a Pedestrian Hybrid Beacon -controlled crosswalk. The parking lot is approximately 700 feet from Main Street measured along the Dover Street sidewalk. There is a posted 3-hour parking limit for this parking lot.

Plymouth Street Lot 1

Plymouth Street Lot 1 is located directly adjacent to the private lot behind Bootleggers at 314 Daniel Webster Highway. The entrance of which is approximately 200 feet from the intersection with Main Street. The 62 total spaces include 3 accessible spots. There is a posted 72-hour parking limit.

Plymouth Street Lot 2

Plymouth Street Lot 2 is located further north from Plymouth Street Lot 1, between Plymouth Street and Daniel Webster Highway. The lot has an entrance located approximately 600 feet from the intersection with Main Street. There are 30 total spaces which include 2 accessible spaces. This area has a posted 72-hour limit.

Study Findings

The results of the parking inventory and parking utilization survey are summarized in Table 1 and in the following paragraphs.

Table 1 **Parking Evaluation Summary (August 15, 2025)**

Location	Typical Parking Supply	Study Parking Supply	Daily Use (%)	Peak Use (%)	Time of Peak (hr)	Use at Study Area Peak (12pm-1pm) (69% Total)	Average Duration (hrs)	Average Turnover (veh/sp)	Time Limit (hours)
Main St (North of Lake St) +	62	62	67%	84%	11am-12pm	81%	1 hr 25 mins	4.3	2
Main St (South of Lake St)	22	22	53%	82%	11am-12pm	73%	1 hr 31 mins	2.8	2
Lake Street *	8	8	50%	63%	10am-1pm	63%	2 hrs 28 mins	1.6	2
High Street	5	5	63%	100%	10am-1pm	100%	2 hrs 30 mins	2.0	2
Water Street *	9	6	44%	67%	9am-10am	17%	2 hrs 38 mins	1.3	2
Plymouth Street	40	40	28%	40%	11am-12pm	33%	1 hr 34 mins	1.4	2
Town Docks Lot	65	65	65%	93%	12pm-1pm	93%	1 hr 32 mins	3.3	3
First Congreg. Church Lot	14	14	42%	72%	11am-12pm	50%	2 hrs 56 mins	1.1	-
Town Annex Lot	6	6	44%	67%	10am-11am	50%	5 hrs 15 mins	0.7	-
Calvary Bible Church	39	39	77%	95%	12pm-1pm	95%	3 hrs 49 mins	1.6	-
Plymouth Street Lot 1	62	62	62%	82%	2pm-3pm	55%	1 hr 56 mins	2.5	72
Plymouth Street Lot 2	30	30	10%	17%	12pm-1pm	17%	2 hrs 47 mins	0.3	72
Library Parking Lot	18	18	53%	89%	10am-11am	67%	2 hrs 10 mins	1.9	-
High Street Lot	35	35	85%	97%	10am-11am	94%	3 hrs 46 mins	1.8	-
Water Street Lot	29	29	70%	86%	11am-3pm	83%	3 hrs 26 mins	1.6	-
Totals	444	441							

* Spaces are unmarked and total number is estimated

+ One space reserved for motorcycles not included in available supply.

Parking Utilization

The peak hour for parking utilization for the entire study area was observed between 12 pm to 1 pm. At this time, parking utilization for the study area was observed to be 69%. For the study area the average daily use of available parking spaces between 9 am and 5 pm was observed to be 59%.

For way of comparison, on-street parking on Main Street between Lake Street and US Route 3 experienced its peak utilization between 11 am to 12 pm. During this hour, 84% utilization (52 of the 62 spaces) was observed. It is noted that during the morning hours of this study (from 9 am to 12 pm), 2 spaces were blocked off associated with painting of 51 Main Street (Lake Life) and, thus, were considered occupied. Under normal conditions these spaces would likely be considered available resulting in a utilization of 81%.

Parking Duration

The average duration, which again refers to the length of time that vehicles occupied a parking space, only considers the data collection period between 9 am to 5 pm and, for example, does not consider the vehicle that may have been parked in a parking space all night and was not recorded until the first hour of the survey. For this reason, the duration is best used for comparative purposes. With that said, only three of the lots had time limit restrictions. The Town Docks parking lot, with a 3-hour limit, observed an average duration of approximately 1 hour and 30 minutes. The two Plymouth Street Lots, with 72-hour limits, had durations of less than 3 hours. The remaining lots that did not have posted time restrictions had notable parking durations of more than 3 hours with the exception of the library lot, which was a little over 2 hours.

The on-street parking areas (consisting of Main Street, Lake Street, High Street, Water Street, and Plymouth Street) all have a posted 2-hour time limit restriction. Main Street and Plymouth Street saw durations of approximately 1 hour and 30 minutes throughout the day. Lake Street observed a parking duration of greater than 2 hours. High Street and Water Street also observed durations of greater than 2 hours; however, as noted below in the Field Observations section there were construction/maintenance operations that occupied several spaces for multiple hours, skewing the overall duration (and turnover rate) values.

Parking Turnover

Turnover provides a measure of how often the same parking space is occupied by different vehicles. High turnover rates tend to indicate which parking lots are both well utilized and experience relatively short duration parking.

Not surprisingly, Main Street (north of Lake Street) revealed the highest turnover rates (4.3 vehicles per space) as these spaces are not just well used, but the motorists using the spaces park for a short duration. Main Street (south of Lake Street) and Town Docks also provided relatively high turnover rates of 2.8 and 3.3 vehicles per space, respectively. Surprisingly, Plymouth Street Lot 1, despite the 72-hour parking time limit, showed a 2.6 vehicle per space turnover rate. Note that the low turnover rate on Plymouth Street is due to its relatively low utilization.

Field Observations

Safety and Illegal Parking

Main Street

While conducting the parking study, there were multiple observations of near misses occurring between vehicles and pedestrians attempting to cross the road. Along Main Street, these near misses occurred at crosswalks where the adjacent parking spaces extend right up to the crosswalk, causing sight distance issues.

A landscaping maintenance truck was parked immediately south of the crosswalk at Lake Street (adjacent to the Meredith Public Library) effectively taking away a travel lane also creating site distance issues for pedestrians crossing Main Street at this location. This occurred at the 9 am and 10 am count periods. There was also a separate occurrence of a passenger vehicle parked at this location at the noon count period.

There were two occurrences of a vehicle being parked in front of the post office in the "NO PARKING" area. This occurred at the 10 and 11 am count periods. Parking in this space hinders site distance for motorists and pedestrians. These occurrences were not counted towards the overall parking demand.

At the 12 pm count period, a car was illegally parked at the southeast corner of the Main Street / Lake Street intersection between the Main Street crosswalk and the last official parking space, restricting the site distance for motorists and pedestrians. This occurrence was not counted towards the overall parking demand.

At the 1 pm count period, a car was illegally parked at the northeast corner of the Main Street / Lake Street intersection between Lake Street and the adjacent residential driveway. Parking in this location hinders site distance for motorists and pedestrians. This occurrence was not counted towards the overall parking demand.

Also, at the 1 pm count period, a car was illegally parked on the opposite side of the Main Street / Water Street intersection in front of 48 Main Street between the last official parking space and the crosswalk on Main Street. Parking in this location hinders site distance for motorists and pedestrians. This occurrence was not counted towards the overall parking demand.

Lake Street

At the 12 pm count period, a car was illegally parked on Lake Street between the residential driveway and the intersection with Main Street. There is a "NO PARKING HERE TO CORNER" sign officially prohibiting parking in this location. Parking in this location hinders site distance for motorists and pedestrians. This occurrence was not counted towards the overall parking demand.

US Route 3

Multiple instances of confusion were observed between pedestrians crossing US Route 3 to and from the Town Docks Parking Lot and motorists on US Route 3 who had right of way at the Pedestrian Hybrid Beacon controlled crosswalk.

Miscellaneous

The following occurrences had impacts on the overall findings and are summarized below.

Main Street

As noted in the Data Collection section, generally, no parking data was collected during the "1 to 2 pm" hour for staff members to have lunch. Data was collected on Main Street (north of Lake Street) at approximately 1:30 as this was the central business district.

A delivery truck occupied 3 spaces between 9 am and 10 am in front of 31A and 31B Main Street. These spaces were thus noted as occupied.

As noted above, 2 spaces were marked off with traffic cones at the Lake Life business frontage between 10 am and 12 pm and thus were considered occupied.

High Street

Two of the 5 spaces were occupied from 10 am through the end of the study period by a truck and its trailer as part of a painting operation for the building at 72 Main Street occupied by the Wellness Shop.

Water Street

Three of the 9 estimated spaces were blocked off with cones to divert traffic away from long-term building construction. Thus, six were assumed for inventory as part of this study.

Parking Demand

Having inventoried the existing available public parking spaces (441) within a 0.2-mile radius of the central business district and having observed and recorded the existing parking demand characteristics such as utilization, duration, and turnover, it is evident there currently is adequate parking availability within a reasonable walking distance to destinations within the Main Street central business district.

As the Town evaluates potential safety improvements along the Main Street corridor that could potentially eliminate up to 12 spaces along Main Street, a concern for local businesses is the availability of parking spaces along Main Street and its intersecting roadways. With a loss of 12 parking spaces, it is acknowledged that finding parking directly on Main Street would be more difficult during the peak hour in the late morning; however, when considering just the immediate available parking spaces on Lake Street, High Street, and Water Street, there remains ample parking within the immediate vicinity of the central business district alone. Consider that on the day of the study, and during the peak hour between 11 am and 12 pm, the following vacancies were observed:

- › Main Street (north of Lake St): 10 of 62 spaces (although 2 spaces were coned off)
- › Main Street (south of Lake St): 4 of 22 spaces
- › Lake Street: 3 of 8 spaces
- › High Street: 0 of 5 spaces (although 2 spaces were blocked off for painting)
- › Water Street: 3 of 6 spaces (although 3 more spaces typically would be available)

In total, 20 vacant spaces of 103 total spaces were vacant during the 11 am-12 pm peak hour along Main Street. On a typical day without 4 spaces being occupied by construction vehicles or 3 spaces being removed from the inventory for construction, these values would likely be 24 vacant spaces of 106 total spaces. Many additional parking spaces are available during this period within the study area beyond Main Street.

Recommendations

As noted above, this study has identified that there is adequate parking along and immediately adjacent to Main Street and the central business district. When expanding the available public parking evaluation to a reasonable walking distance of up to 0.2 miles (1,000 feet), there is a surplus of available public parking to support businesses along Main Street. With that said, and based on past studies such as the Road Safety Audit performed in 2019 and VHB's observations of safety issues during the parking study, it is recommended that the Town consider taking the following measures:

- › Remove parking spaces that are within 20' of an intersection or crosswalk per the Manual on Uniform Traffic Control Devices guidance, and as noted in a recent Road Safety Audit performed in 2019. This will provide additional sight distance for motorists on side streets and pedestrians crossing the roadway. This would require the removal of up to 12 spaces.
- › In addition, provide physical barriers to reinforce no parking at intersections and crosswalk areas. We observed several instances of motorists illegally parking in marked off areas and at intersections, which creates sight distance issues for others.
- › Provide striped parking spaces on Lake Street and Water Street, which would make the spaces more visible, making motorists more aware of the spaces. This would also provide consistency throughout the Meredith downtown area.
- › Provide consistent parking limits and duration signs throughout the downtown area clarifying the limits of parking areas, particularly adjacent to intersections and crosswalks, and reduces confusion for motorists.
- › Provide parking time restrictions at the Water Street Lot, High Street Lot, and the Library Parking Lot, which do not currently have time limits. High Street and Water Street Lots currently experience average durations greater than 3 hours.
- › Provide clear wayfinding signage to public parking lots.
- › Create an informational map of Town-controlled/maintained parking areas on the Town's website, which could be easily found via internet search by visitors. This can also be shared by GMP and the Chamber of Commerce.
- › Consider enhancing enforcement of parking restrictions.

Figure 2 Hourly Parking Utilization Percentages by Parking Lot—August 15, 2025

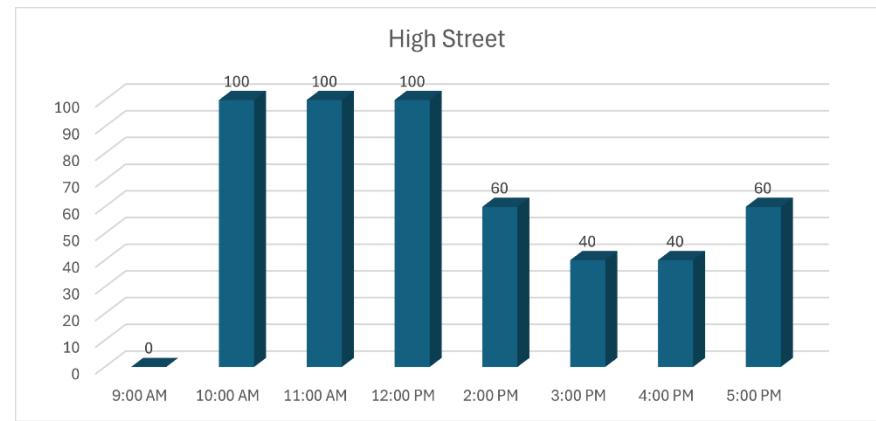
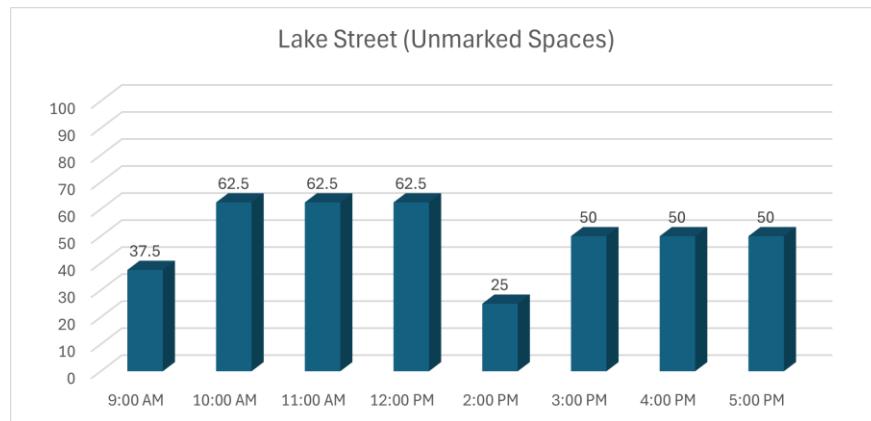
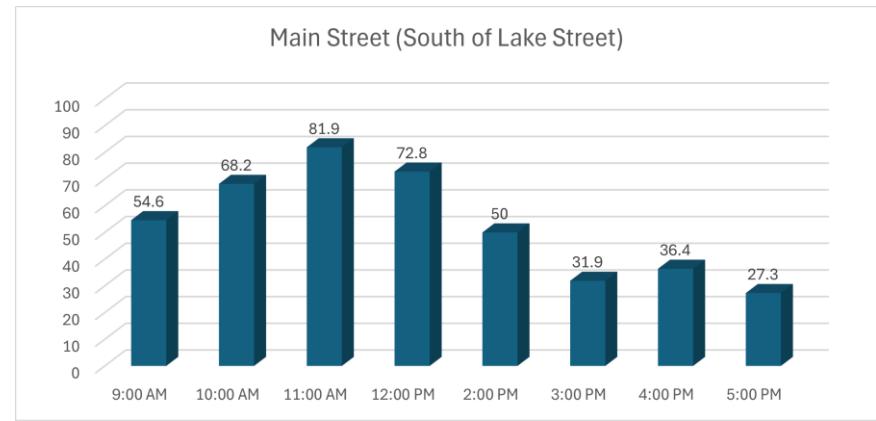
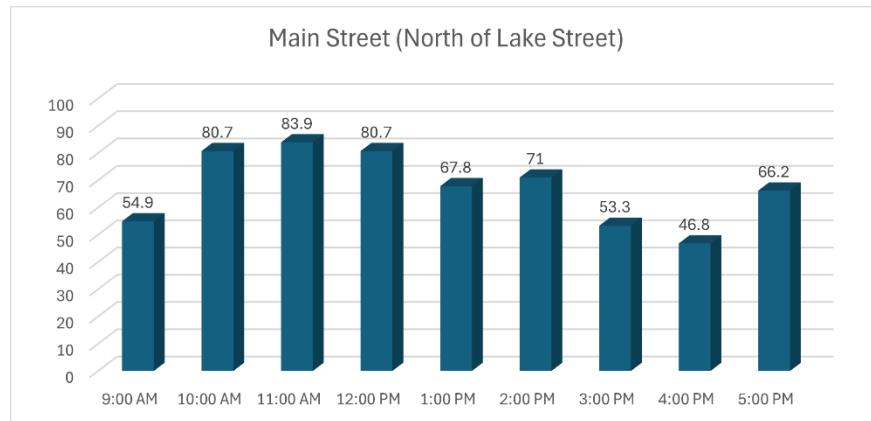


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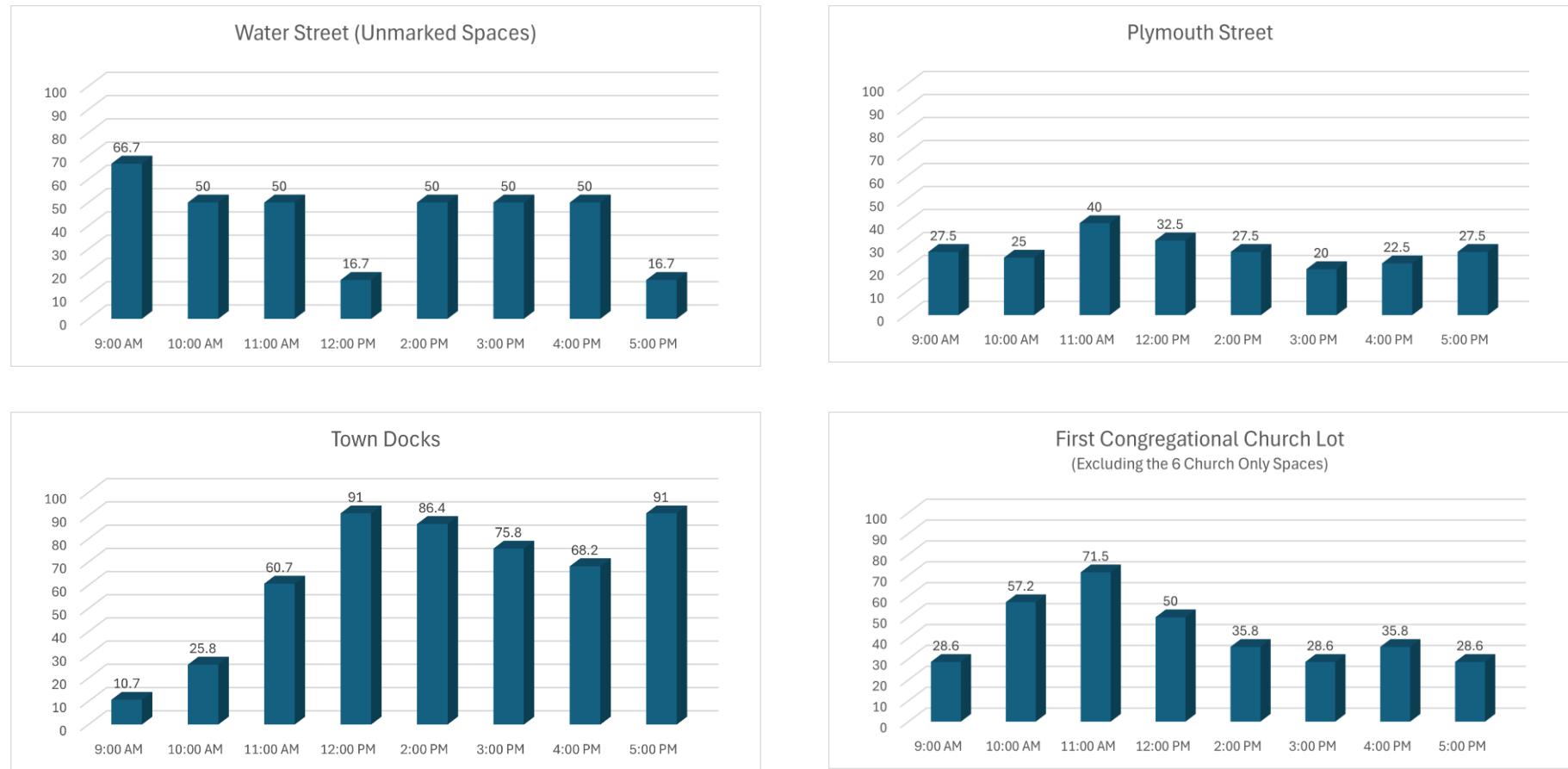


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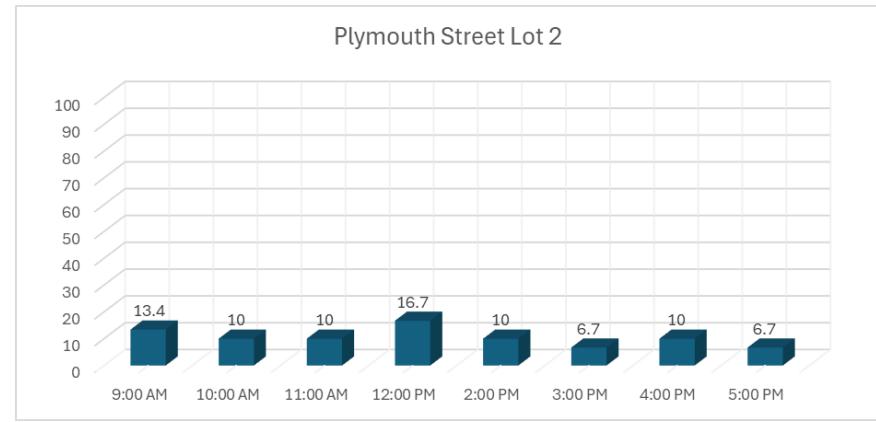
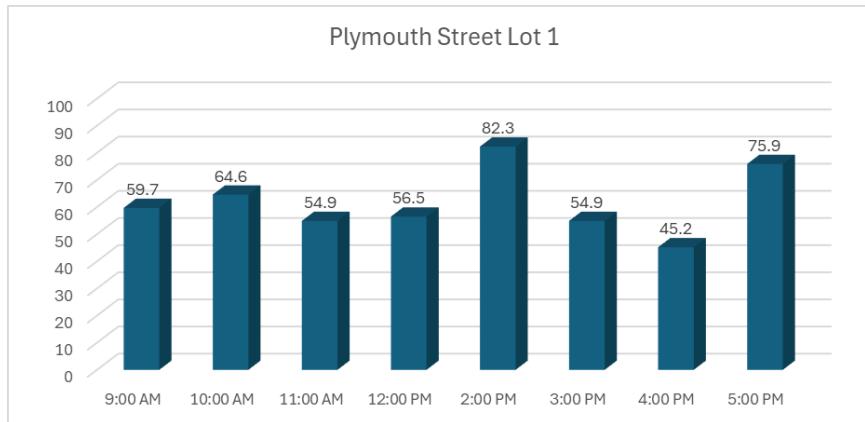
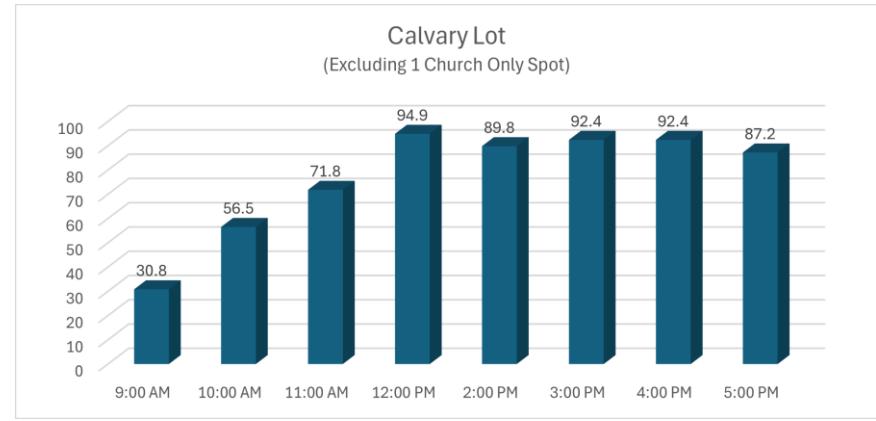
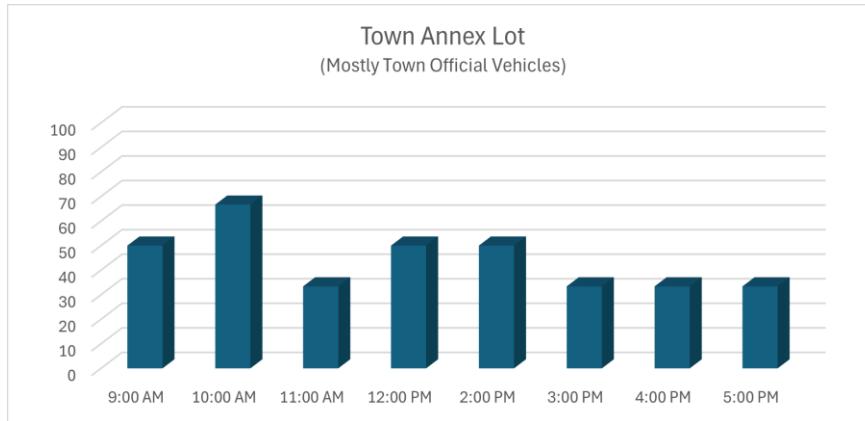


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